



DEPARTMENT OF BUSINESS

COURSE OUTLINE – WINTER 2015

HP2290 COMPUTER APPLICATIONS FOR HOSPITALITY AND TOURISM – 3(0-0-3)

INSTRUCTOR: Doris Hoveland **PHONE:** 780-539-2205
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OFFICE HOURS: Monday & Friday 8:30 – 10:00 or by appointment

PREREQUISITE(S)/COREQUISITE:

BA1150 or consent of instructor.

REQUIRED TEXT/RESOURCE MATERIALS:

Arford, J. (2014). *Advanced Microsoft Word 2013: Desktop Publishing*. St. Paul, MN: Paradigm Publishing Inc.

CALENDAR DESCRIPTION:

This is a practical introduction to computer applications and software required in the hospitality and tourism management sector. Students will develop basic working knowledge of systems for hotel and accommodations management, food and beverage operations, front and back office management, and travel. The course will cover types of computer hardware, applications and operations software, and the evaluation and selection of computer systems. Presentation and database management concepts will also be reviewed.

CREDIT/CONTACT HOURS:

This is a 3 credit course with 2 lectures per week.

DELIVERY MODE(S):

The course work includes lectures, class discussions, group work, in-class exercises, and student presentations.

TRANSFERABILITY:

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

OBJECTIVES:

Upon successful completion of the course, students will be able to:

- Understand the desktop publishing process
- Apply desktop publishing design concepts
- Prepare internal business documents
- Create brochures, booklets, and specialty promotional documents
- Produce an effective news release
- Design and create flyers and newsletters using Microsoft Publisher
- Plan, design, and create presentations integrating different Microsoft Office software

GRADING CRITERIA:

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C⁻	1.7	60 – 62	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

EVALUATIONS:

Participation	10%
Assignments	30%
Group Projects	30%
Final Project	<u>30%</u>
Total	<u>100%</u>

STUDENT RESPONSIBILITIES:

Attendance and Participation:

Regular attendance is critical for success in this course. Attendance includes arriving to class on time and being prepared by having assigned homework and readings completed. Participation marks will be based on your attendance and the contribution you make in class. Both quantity and quality of your contribution will be considered.

Assignments:

Assignments must be submitted by the due date. Late submissions will be assessed a penalty of 10% per day. Once assignments have been marked and grades are posted on Moodle, no late assignments will be accepted.

STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

**Note: all Academic and Administrative policies are available on the same page.

TENTATIVE TIMELINE:

	Topic	Required Reading
Weeks 1 - 3	Understanding and Applying the Desktop Publishing Concepts	Chapters 1 - 3
Weeks 4	Creating Letterheads, Envelopes, Business Cards, and Press Releases	Chapter 5
Week 5 - 6	Creating Basic Elements of a Newsletter Using Design Elements to Enhance Newsletters	Chapters 6 - 7
Week 7	READING WEEK	
Week 8 - 10	Creating Flyers, Announcements, Brochures, Booklets and Specialty Promotional Documents	Chapters 8 - 10
Weeks 11 - 13	Producing Web Pages, Microsoft Office Publications, and PowerPoint Presentations	Chapters 11 - 13
Week 14	Final Project	
Week 15	Student Presentations	